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PX Pulse Survey · Holiday 2026

Holiday Shoppers Trust AI to Discover, Not to Decide

We surveyed 1,000 U.S. consumers on how AI-generated content, fake listings and AI shopping assistants are reshaping trust this holiday season.

Fake Products Are Raising the Stakes for Retailer Trust

65% of consumers have encountered an online product listing or shopping website they suspected was fake or fraudulent.



- **38%** spotted it before buying
- **17%** became suspicious after buying
- **10%** couldn't tell if it was real
- **22%** haven't encountered one
- **13%** not sure

68%

ranked AI-generated images of products that may not actually exist among their top two concerns about AI imagery in online shopping.

32%

are not very or not at all confident they can tell real products and legitimate sites from fakes, even as 60% feel at least somewhat confident.

29%

say fake shopping websites that look nearly identical to legitimate retailers are their top concern for future holiday seasons.

Shoppers can't be the ones to spot the fakes. Brands must be the authoritative source of accurate, verified product information.

Source: Akeneo PX Pulse Holiday 2026 Consumer Shopping Survey, conducted by Dynata in November 2026 among 1,000 U.S. consumers aged 18+.

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AI Can Recommend. Shoppers Still Verify.

Shoppers Scrutinize AI-Powered Recommendations

61% would verify a holiday gift recommended by an AI assistant from an unfamiliar brand before buying it, while just 12% would simply purchase it.

What shoppers would do first when AI recommends an unfamiliar brand



What they would verify before buying an AI-recommended product



Respondents could select up to three.

Consumers Want AI to Assist, Not Take Over

Holiday shopping tech they're most interested in

28% AI tools that compare products, prices and features across retailers

vs.

7% AI assistants that complete purchases on their behalf

Preferred way to shop for holiday gifts online

42% Browse a retailer's website and choose products themselves

vs.

12% Describe what they want to an AI assistant and get a shortlist

Source: Akeneo PX Pulse Holiday 2026 Consumer Shopping Survey, conducted by Dynata in November 2026 among 1,000 U.S. consumers aged 18+.